



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

**Advertiser**  
**Agency/T-Code**  
**Buyer**  
**Salesperson**

**Pol/Iss/American Crossroads (13324)**  
**Crossroads Media (1218)/055317791**  
MILHOAN, EMILY  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
AMERICAN CROSSROADS (109861)  
**National/Political**  
692/06228189

**Invoice** 643104  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 321476  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

**Product**  
**Brand**  
**Acct Types**  
**Est/Headline**  
**Demo**  
**Revision**  
**Comments**

AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 10/30/2012 4:04:29PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day, W-1	10/03/12 5:13AM (We)	00:30	USPRTV19ACH	\$850.00	
2.0	Spot	5:00:00AM- 5:30:00	Day, Th-1	10/04/12 5:22AM (Th)	00:30	USPRTV19ACH	\$850.00	
3.0	Spot	5:30:00AM- 6:00:00	Day, M-1	10/08/12 5:54AM (Mo)	00:30	USPRTV19ACH	\$1100.00	
4.0	Spot	5:30:00AM- 6:00:00	Day, Tu-1	10/02/12 5:42AM (Tu)	00:30	USPRTV19ACH	\$1100.00	
5.0	Spot	5:30:00AM- 6:00:00	Day, W-1	10/03/12 5:53AM (We)	00:30	USPRTV19ACH	\$1100.00	
6.0	Spot	5:30:00AM- 6:00:00	Day, Th-1	10/04/12 5:43AM (Th)	00:30	USPRTV19ACH	\$1100.00	
7.0	Spot	5:30:00AM- 6:00:00	Day, F-1	10/05/12 5:52AM (Fr)	00:30	USPRTV19ACH	\$1100.00	
8.0	Spot	6:00:00AM- 7:00:00	Day, M-1	10/08/12 6:55AM (Mo)	00:30	USPRTV19ACH	\$2250.00	
9.0	Spot	6:00:00AM- 7:00:00	Day, Tu-1	10/02/12 6:29AM (Tu)	00:30	USPRTV19ACH	\$2250.00	
10.0	Spot	6:00:00AM- 7:00:00	Day, W-1	10/03/12 6:28AM (We)	00:30	USPRTV19ACH	\$2250.00	
11.0	Spot	6:00:00AM- 7:00:00	Day, Th-1	10/04/12 6:23AM (Th)	00:30	USPRTV19ACH	\$2250.00	
12.0	Spot	6:00:00AM- 7:00:00	Day, F-1	10/05/12 6:42AM (Fr)	00:30	USPRTV19ACH	\$2250.00	
13.0	Spot	7:00:00AM- 9:00:00	Day, M-1	10/08/12 8:49AM (Mo)	00:30	USPRTV19ACH	\$2250.00	
14.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1	10/02/12 8:59AM (Tu)	00:30	USPRTV19ACH	\$2250.00	
15.0	Spot	7:00:00AM- 9:00:00	Day, W-1	10/03/12 8:49AM (We)	00:30	USPRTV19ACH	\$2250.00	
16.0	Spot	7:00:00AM- 9:00:00	Day, Th-1	10/04/12 8:40AM (Th)	00:30	USPRTV19ACH	\$2250.00	
17.0	Spot	7:00:00AM- 9:00:00	Day, F-1	10/05/12 8:58AM (Fr)	00:30	USPRTV19ACH	\$2250.00	
18.0	Spot	9:00:00AM-10:00:00	Day, M-1	10/08/12 9:32AM (Mo)	00:30	USPRTV19ACH	\$500.00	
19.0	Spot	9:00:00AM-10:00:00	Day, Tu-1	10/02/12 9:26AM (Tu)	00:30	USPRTV19ACH	\$500.00	
20.0	Spot	9:00:00AM-10:00:00	Day, W-1	10/03/12 9:48AM (We)	00:30	USPRTV19ACH	\$500.00	
21.0	Spot	9:00:00AM-10:00:00	Day, Th-1	10/04/12 9:38AM (Th)	00:30	USPRTV19ACH	\$500.00	
22.0	Spot	9:00:00AM-10:00:00	Day, F-1	10/05/12 9:48AM (Fr)	00:30	USPRTV19ACH	\$500.00	
23.0	Spot	11:00:00AM-12:00:00	Day, Tu-1	10/02/12 11:30AM (Tu)	00:30	USPRTV19ACH	\$1000.00	
25.0	Spot	11:00:00AM-12:00:00	Day, Th-1	10/04/12 10:59AM (Th)	00:30	USPRTV19ACH	\$1000.00	
26.0	Spot	11:00:00AM-12:00:00	Day, F-1	10/05/12 11:59AM (Fr)	00:30	USPRTV19ACH	\$1000.00	
27.0	Spot	12:00:00PM- 1:00:00	Day, M-1	10/08/12 12:11PM (Mo)	00:30	USPRTV19ACH	\$1000.00	
28.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1	10/02/12 12:27PM (Tu)	00:30	USPRTV19ACH	\$1000.00	
29.0	Spot	12:00:00PM- 1:00:00	Day, W-1	10/03/12 12:26PM (We)	00:30	USPRTV19ACH	\$1000.00	
30.0	Spot	12:00:00PM- 1:00:00	Day, Th-1	10/04/12 12:54PM (Th)	00:30	USPRTV19ACH	\$1000.00	
31.0	Spot	12:00:00PM- 1:00:00	Day, F-1	10/05/12 12:27PM (Fr)	00:30	USPRTV19ACH	\$1000.00	
32.0	Spot	12:00:00PM- 1:00:00	Day, M-1	10/08/12 12:35PM (Mo)	00:30	USPRTV19ACH	\$1000.00	
33.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1	10/02/12 12:35PM (Tu)	00:30	USPRTV19ACH	\$1000.00	
34.0	Spot	12:00:00PM- 1:00:00	Day, W-1	10/03/12 12:41PM (We)	00:30	USPRTV19ACH	\$1000.00	
35.0	Spot	12:00:00PM- 1:00:00	Day, Th-1	10/04/12 12:13PM (Th)	00:30	USPRTV19ACH	\$1000.00	
36.0	Spot	12:00:00PM- 1:00:00	Day, F-1	10/05/12 12:42PM (Fr)	00:30	USPRTV19ACH	\$1000.00	
37.0	Spot	5:00:00PM- 6:00:00	Day, M-1	10/08/12 5:52PM (Mo)	00:30	USPRTV19ACH	\$2250.00	
38.0	Spot	5:00:00PM- 6:00:00	Day, Tu-1	10/02/12 5:12PM (Tu)	00:30	USPRTV19ACH	\$2250.00	
39.0	Spot	5:00:00PM- 6:00:00	Day, W-1	10/03/12 5:22PM (We)	00:30	USPRTV19ACH	\$2250.00	
40.0	Spot	5:00:00PM- 6:00:00	Day, Th-1	10/04/12 5:28PM (Th)	00:30	USPRTV19ACH	\$2250.00	



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**Salesperson** Telerep/Washington DC, Washington DC (1040)  
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Orlando (WFTV)

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41.0	Spot	5:00:00PM- 6:00:00PM	Day, F-1	10/05/12 5:42PM (Fr)	00:30	USPRTV19ACH	\$2250.00	
42.0	Spot	6:00:00PM- 7:00:00PM	Day, M-1	10/08/12 6:55PM (Mo)	00:30	USPRTV19ACH	\$3000.00	
43.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1	10/02/12 6:12PM (Tu)	00:30	USPRTV19ACH	\$3000.00	
44.0	Spot	6:00:00PM- 7:00:00PM	Day, W-1	10/03/12 6:22PM (We)	00:30	USPRTV19ACH	\$3000.00	
45.0	Spot	6:00:00PM- 7:00:00PM	Day, Th-1	10/04/12 6:27PM (Th)	00:30	USPRTV19ACH	\$3000.00	
46.0	Spot	6:00:00PM- 7:00:00PM	Day, F-1	10/05/12 6:13PM (Fr)	00:30	USPRTV19ACH	\$3000.00	
47.0	Spot	7:00:00PM- 7:30:00PM	Day, M-1	10/08/12 7:13PM (Mo)	00:30	USPRTV19ACH	\$3600.00	
48.0	Spot	7:00:00PM- 7:30:00PM	Day, Tu-1	10/02/12 7:13PM (Tu)	00:30	USPRTV19ACH	\$3600.00	
49.0	Spot	7:00:00PM- 7:30:00PM	Day, W-1	10/03/12 7:04PM (We)	00:30	USPRTV19ACH	\$3600.00	
50.0	Spot	7:00:00PM- 7:30:00PM	Day, Th-1	10/04/12 7:24PM (Th)	00:30	USPRTV19ACH	\$3600.00	
51.0	Spot	7:00:00PM- 7:30:00PM	Day, F-1	10/05/12 7:13PM (Fr)	00:30	USPRTV19ACH	\$3600.00	
52.0	Spot	7:30:00PM- 8:00:00PM	Day, M-1	10/08/12 7:52PM (Mo)	00:30	USPRTV19ACH	\$3600.00	
53.0	Spot	7:30:00PM- 8:00:00PM	Day, Tu-1	10/02/12 7:37PM (Tu)	00:30	USPRTV19ACH	\$3600.00	
55.0	Spot	7:30:00PM- 8:00:00PM	Day, Th-1	10/04/12 7:53PM (Th)	00:30	USPRTV19ACH	\$3600.00	
56.0	Spot	7:30:00PM- 8:00:00PM	Day, F-1	10/05/12 7:36PM (Fr)	00:30	USPRTV19ACH	\$3600.00	
57.0	Spot	8:00:00PM- 10:00:00PM	Day, M-1	10/08/12 8:45PM (Mo)	00:30	USPRTV19ACH	\$12000.00	
58.0	Spot	11:00:00PM- 11:35:00PM	Day, Tu-1	10/02/12 11:22PM (Tu)	00:30	USPRTV19ACH	\$2800.00	
59.0	Spot	11:00:00PM- 11:35:00PM	Day, Th-1	10/04/12 11:23PM (Th)	00:30	USPRTV19ACH	\$2800.00	
60.0	Spot	11:00:00PM- 11:35:00PM	Day, F-1	10/05/12 11:28PM (Fr)	00:30	USPRTV19ACH	\$2800.00	
61.0	Spot	11:30:00PM- 12:05:00AM	Day, Sa-1	10/06/12 12:24AM (Sa)	00:30	USPRTV19ACH	\$1600.00	
62.0	Spot	11:00:00PM- 11:35:00PM	Day, Su-1	10/07/12 11:29PM (Su)	00:30	USPRTV19ACH	\$2800.00	
63.0	Spot	11:35:00PM- 12:05:00AM	Day, M-1	10/08/12 12:02AM (Mo)	00:30	USPRTV19ACH	\$800.00	
64.0	Spot	11:35:00PM- 12:05:00AM	Day, Tu-1	10/02/12 11:53PM (Tu)	00:30	USPRTV19ACH	\$800.00	
67.0	Spot	11:35:00PM- 12:05:00AM	Day, F-1	10/05/12 11:49PM (Fr)	00:30	USPRTV19ACH	\$1500.00	
68.0	Spot	9:00:00AM- 10:00:00AM	Day, Sa-1	10/06/12 9:55AM (Sa)	00:30	USPRTV19ACH	\$1800.00	
69.0	Spot	12:00:00PM- 12:30:00PM	Day, Sa-1	10/06/12 12:28PM (Sa)	00:30	USPRTV19ACH	\$600.00	
70.0	Spot	6:00:00AM- 9:00:00AM	Day, Su-1	10/07/12 5:59AM (Su)	00:30	USPRTV19ACH	\$1000.00	
71.0	Spot	12:00:00PM- 12:30:00PM	Day, Su-1	10/07/12 12:26PM (Su)	00:30	USPRTV19ACH	\$700.00	
72.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	10/07/12 6:27PM (Su)	00:30	USPRTV19ACH	\$2000.00	
74.0	Spot	12:05:00AM- 12:35:00AM	Per week (1), Fr	10/05/12 12:31AM (Fr)	00:30	USPRTV19ACH	\$800.00	
75.0	Spot	6:00:00AM- 7:00:00AM	Per week (1), Th, Fr	10/04/12 6:57AM (Th)	00:30	USPRTV19ACH	\$2600.00	
76.0	Spot	7:00:00AM- 9:00:00AM	Per week (1), Th, Fr	10/04/12 9:00AM (Th)	00:30	USPRTV19ACH	\$2600.00	
77.0	Spot	12:00:00PM- 1:00:00PM	Per week (1), Th, Fr	10/05/12 12:50PM (Fr)	00:30	USPRTV19ACH	\$1000.00	
78.0	Spot	5:00:00AM- 5:30:00AM	Per week (1), Fr	10/05/12 5:28AM (Fr)	00:30	USPRTV19ACH	\$1000.00	
79.0	Spot	11:00:00AM- 12:00:00PM	Per week (1), Su	10/07/12 11:59AM (Su)	00:30	USPRTV19ACH	\$3100.00	M/G For 73.0.1
80.0	Spot	5:00:00AM- 6:00:00AM	Per week (1), Su	10/07/12 5:40AM (Su)	00:30	USPRTV19ACH	\$400.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$149,350.00  
Commission (\$22,402.50)  
Net Total \$126,947.50

Total Spots 75

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.